

## ***SUSTAINABLE CULINARY TOURISM IN PUNCAK, BOGOR***

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### **ABSTRACT**

*This research analyzed the sustainability of culinary tourism in Puncak, comprising the strategic issues review, and comparing its sustainability aspects to the existing culinary enterprises. This study employed a qualitative-descriptive analysis method in three cases: a large-scale Cimory Restaurant, a medium-scale restaurant/café Melrimba Garden, and small-scaled street hawkers in At-Ta'awun rest area. In general, the value chain was categorized into five major band based on their function: Food Service Business; Suppliers (local community, traders, cooperatives); End user (tourists and customers); Governance (government, areal coordinator, Kompepar); and Intermediaries (distributors, tour agents). There were at least five strategic issues that emerged in the tourism development in Puncak area: 1) land function conversion. 2) Economic and social impact of tourism to the local community; 3) Participation of locals in tourism activity; 4) Traffic and infrastructure, and 5) Waste management. The three restaurant operators were compared in term of sustainability criteria, based on their customers' preferences, and three aspects of sustainability: economic, environment, and social. It was found that Cimory scored the best in sustainability performance and followed by Melrimba. The street hawkers, with several note, scored as third in the sustainability performance.*

*Keywords: culinary tourism, ecotourism, puncak, value chain, sustainable tourism*

### **ABSTRAK**

*Penelitian bertujuan menganalisis keberlanjutan pariwisata kuliner di Puncak, meliputi kajian isu-isu strategis dalam pariwisata kuliner, dan perbandingan aspek keberlanjutan dari usaha kuliner yang sudah ada. Penelitian ini menggunakan metode analisis deskriptif-kualitatif pada tiga kasus: restoran skala besar Cimory, rumah makan/kafe skala menengah Melrimba Garden, dan penjaja/pedagang asongan di area istirahat At-Ta'awun sebagai pengusaha kuliner skala kecil. Secara umum, rantai nilai dikategorikan menjadi lima kelompok utama berdasarkan fungsinya: penyedia layanan makanan; pemasok (masyarakat lokal, pedagang, dan koperasi); konsumen akhir (turis dan pelanggan); pemerintahan (pemerintah Kabupaten Bogor, areal koordinator, kompepar), dan perantara (distributor, agen tur). Setidaknya ada lima isu strategis yang terjadi dalam pengembangan pariwisata di daerah Puncak: 1) konversi fungsi lahan; 2) dampak ekonomi dan sosial, 3) partisipasi masyarakat lokal dalam kegiatan pariwisata; 4) lalu lintas dan infrastruktur di daerah Puncak, dan 5) pengelolaan sampah. Ketiga restoran memiliki kriteria keberlanjutan, hasil preferensi pelanggan, dan tiga aspek keberlanjutan (ekonomi, lingkungan, dan sosial). Cimory memiliki nilai yang terbaik dalam kinerja keberlanjutan dan diikuti oleh Melrimba. Pedagang kaki lima, dengan beberapa catatan, mencetak nilai sebagai peringkat terakhir dalam kinerja keberlanjutan.*

*Kata kunci: wisata kuliner, ekowisata, puncak, rantai nilai, wisata berkelanjutan*

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## **INTRODUCTION**

Tourism industry is one of the largest industries in Indonesia. On 2011, there were 236,752,000 trips from local tourist which contributed 156.89 trillion

rupiahs for the economy, or approximately 3% of the total gross domestic product of Indonesia (Pusdatin Kemenparekraf, 2013) (Table 1). This was, so far, the third largest industry in Indonesia after oil and gas industry and palm oil industry.

Table 1. Domestic Tourist Visit During 2007–2012

Year	Number of Trip (in thousand)	Average trip per year	Expense per trip (thousand Rp)	Total expense (billion Rp)
2007	222,389	1,93	489,95	108,96
2008	225,041	1,92	547,33	123,17
2009	229,731	1,92	600,30	137,91
2010	234,377	1,92	641,76	150,41
2011	236,752	1,94	662,68	156,89
2012 (1st semester)	105,954	1,98	N/A	N/A

Source: Pusdatin Kemenparekraf, 2013

The Government Regulation no. 50/2011 about the master plan development of tourism in 2010-2015 has categorized seven area of special-interest tourism: History Tourism, Nature Tourism (ecotourism, geopark), Recreational Sport Tourism (surfing, boating, golf), Wellness and Health Tourism, Cruise Tourism, Culinary Tourism, and Shopping Tourism. Culinary has become a secondary or even primary reason that adds value to tourism. Consuming food products is the most enjoyable activity during tour session. Consumption could consume up to one-third of the budget for travelling (Teffler & Wall, 1996). Consumption by tourist will give significant contribution to local restaurant, food industry, and in the end, accelerate economic growth of destination region.

However, besides providing leisure and getaways, tourism can act as a time bomb: potential of environmental hazard, social, and cultural disturbance. In some cases, tourism development could harm local agricultural production by attracting land and labor away from the agrarian sector. Good incentive in tourism industry has shifted farmers into tourism-related workers. This condition might threaten the sustainability of food service provision industry in the respected tourism area. However, the negative impacts of tourism cannot prevent us from stopping the development of food service provision to support tourism on the subsequent areas. As long as tourism continues to develop and negative consequences still occur, strategic planning and development become more and more crucial. Sustainable culinary tourism could reduce the tension and friction resulted from complex interaction among tourism industry, visitor, environment, and local community.

Clash between tourism industry and residents whose interests are in Puncak area conservation, has taken place a long time ago. On one side, Puncak-area is well known as tourist and farming development area, while on the other hand, acts as water conservation for Ciliwung River.

The purpose of this study is to investigate the existing condition of food service industry in Puncak in terms of economic, social, and environmental aspects, also propose upgrades to promote its sustainability. This study, therefore, seeks to identify and examine the inter-relationship, means, and effectiveness of these organizations to implement and sustain food service. The characteristics of a sustainable tourism approach establish the basis on which the planning development and management of the food services were examined, significant issues were identified, and recommendations were suggested.

The purposes of this research are: 1) To develop a value chain methodology that incorporates multi-participants into the strategic level of food service industry development; 2) To map all respected stakeholders in the development of observed food service provider in Puncak, and describes their tasks and authorities; and 3) To compare the performance of observed existing food service provider business in Puncak and identify its impact to economic, environment, and socio-cultural aspects.

This research portrayed the issues faced by multi stakeholders in food service industry in Puncak area, in the extent of culinary as the main key in supporting tourism activity. The food service provider was categorized into three sections: large-scale or chain restaurant, middle-size restaurant or cafe, and small-scale street hawker. This research was conducted in Puncak Area, within Ciawi, Megamendung, and Cisarua sub districts. Value chain means all actors associated in the development and implementation of food service business in Puncak area. Impacts means all positive or negative effect caused by the food service activity.

Tourism in general is considered as a phenomenon which involves movement to and stay in destinations outside the normal place of residence. Based on Act Number 10 year of 2009 about tourism, tourism is defined as: "An act of travel by individual or group who depart to certain place with the purpose of recreation, personal development, or to study the uniqueness of

attractiveness of the destination, in temporary.” The World Trade Organization (WTO) identifies sustainable tourism as tourism development that has economical, ecological, social, and cultural sustainability. Economic sustainability ensures that development is economically efficient and that resources are managed in the way they can support future generations. Sustainable tourism is a way of obtaining a balance between the growth of potential of tourism and the need of conservation for the resources. It aims to “minimize environmental and cultural damage, optimize visitor satisfaction, and maximize long term economic growth for the region (Lane, 1994).

Weaver (2000) defines a relatively moderate term of ecotourism. According to his interpretation, ecotourism is: nature-based, environmentally educated, and sustainably managed. Environmentally educated have two purposes: first, involve satisfying tourist demand through natural and cultural attraction. The second involves changing in a pro-environmental way, the knowledge, attitudes, and/or behavior of tourists, with a view to minimizing negative impact.

Based on the survey by Shenoy (2005) of tourists visiting the four coastal counties of South Carolina, the analyses revealed that food tourism is composed of five dimensions or classes of activities. These include dining at restaurants known for local cuisines, purchasing local food products, consuming local beverages, dining at high quality restaurants, and dining at familiar chain restaurants and franchises. The culinary tourist is thus a special interest tourist whose interest in food is the primary reason influencing his travel behavior and falls on the upper end of the food tourism interest continuum. The culinary tourist was identified as the tourist who, at the destination, frequently dines and purchases local food, consumes local beverages, dines at high-class restaurants, and rarely eats at franchisee restaurants. In addition, the culinary tourist segment was more educated, earned higher income.

To identify the relationship between culinary tourism and its implication to the local farmers, Shenoy (2005) and Teffler and Wall (1996) established the linkage between tourism demand for food and local agricultural production in maximizing host country benefits. Research has focused on the impacts of tourism development on local agriculture as well as factors influencing the strength of linkages. Government planners and policymakers emphasize the potential positive impacts, particularly the creation

of new markets for agricultural products. There were also various negative impacts emerged: Preference for familiar home country foods over local varieties, especially in conservative tourist, competition for labor between tourism and agriculture, and inconsistency and/or poor quality of local agricultural production.

This research is intended to formulate a sustainable culinary development in Puncak area in three aspects: economy, environment, and social. The first phase encompasses the portrait of existing culinary industry in via value chain approach. Sequences of food production activity will be the initial focus. A backward and forward linkage was plotted and actors involved were identified. An initial identification of economic, environmental, and socio-cultural impacts will be carried out through literature review, observation, and in-depth interview. Listings of potential impacts will be developed, and whenever possible, linked to specific activities or practices.

Several tasks will then be carried out on stakeholders analysis, include considering who is doing what, potential overlaps and interactions among them. Identifying key stakeholders at this stage will be crucial. Stakeholders that are involved in the subject should have on the ground knowledge of good practice, and provide support for the sustainability of eco-based culinary tourism. A list of stakeholders was compiled and comments, contributions and suggestions were collected from them. Each stakeholder holds specific task and authority in term of tourism planning and development. It is essential to distinguish their roles in order to establish an effective policy.

The next phase described any relevant strategic issues regarding culinary tourism development in Puncak, and develops it into case-specific Strength-Weakness-Opportunity-Threat analysis. Each culinary service was also compared based on their sustainability performances. Finally, a guideline of good practice of eco-culinary tourism was proposed.

## RESEARCH METHODOLOGY

Exploratory case study was adopted in this research, since this study was aimed to gain an in-depth understanding of how tourism affected or being affected by the stakeholders and how they would like to saw tourism develop in the future. This study consists of qualitative descriptive analysis method in three cases:

a large-scale Cimory Restaurant, a medium restaurant/café Melrimba Garden, and small-scaled street hawkers in At-Ta'awun rest area. All stakeholders were involved in culinary tourism activities in Puncak and were interviewed to map out the strategic issues that occurred during this time. Strategy of sustainable development of culinary tourism is obtained by comparing intercases.

Research participants were selected using the snowball sampling method. This method adopted purposeful sampling that begins by asking a few well-situated study participants' questions that informs who else should be included in the study. Unlike probabilistic sampling, the goal of theoretical sampling used in this study was to gain a deeper understanding of analyzed cases and facilitate the development of analytic frame and concepts used in research, instead of representatively captured all possible variations.

A value chain map was initially made based on observation and in-depth interview with the food services providers. From the interview, information was tracked backward and forward to identify other actors associated. Each actor in the value chain then observed in terms of their role and responsibility against other stakeholders, including their interactions. Intensity for each relationship was also analyzed. Stake holders' analysis and strategic issues mapping were made using details information from in-depth interview and document review. Comparison of the three food service providers in term of its sustainability was also established by evaluating their existing condition based on the observation and questionnaire to tourists. The research framework detail is shown in Figure 1.

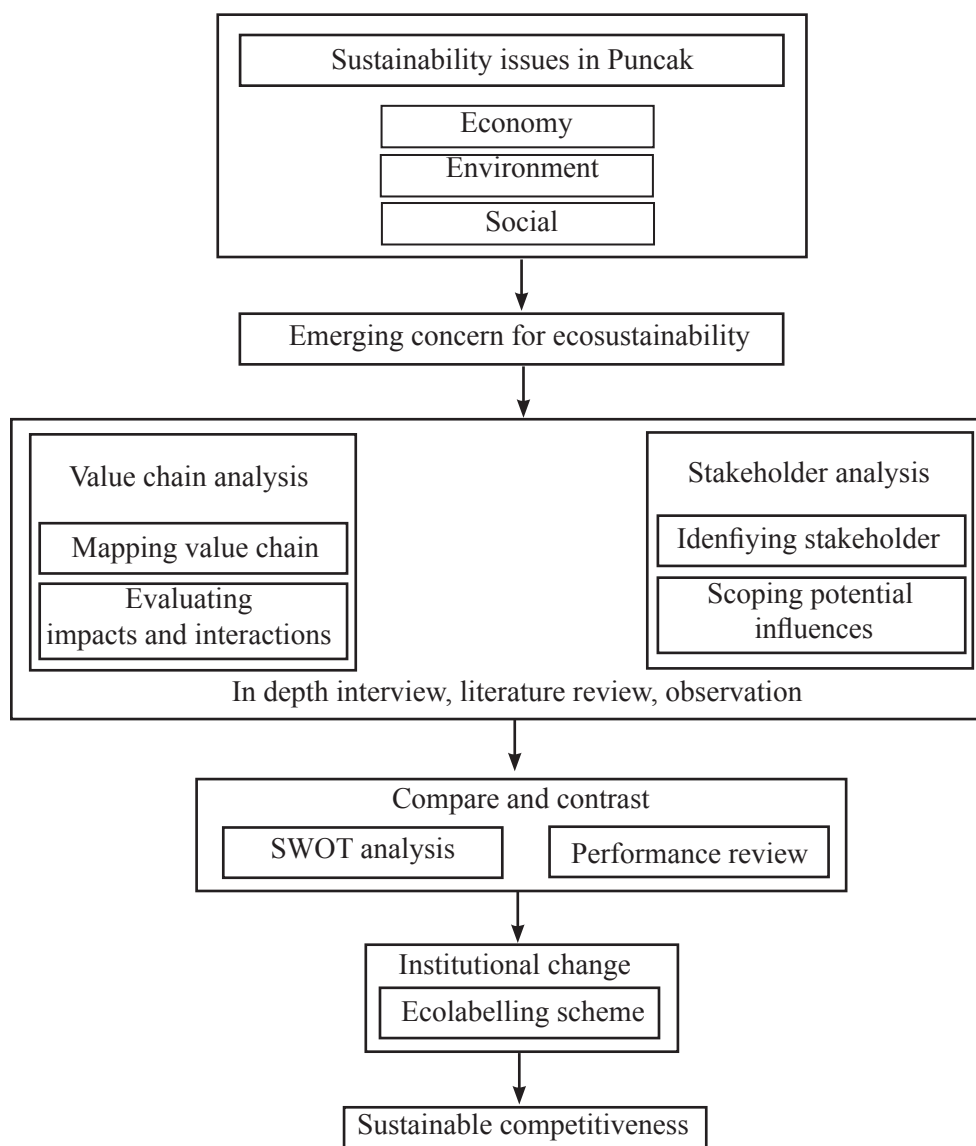


Figure 1. The research framework

## RESULT

The main reason for people to travel to Puncak is to enjoy the view and the atmosphere. Puncak was chosen as best option for a quick getaway, especially for people from Greater Jakarta. Puncak was also chosen as alternative way for people who traveled to Bandung. But since Cipularang opened in 2004, there was a declining of visit. However, the opening of Taman Matahari in 2008, a massive, affordable amusement park, visit to Puncak has increased once more, making the traffic jam worse than ever.

Total expenditure during visit to Puncak may vary among tourists. Small groups of young people (20-30 year) may spend about 100,000-250,000 rupiahs per persons per day, while a family of 3-4 persons may spend up to 1,000,000 rupiahs per day. From this number, about 30,000-100,000 IDR were spent for food and beverages per person. Others were consumed for accommodation and transportation purpose.

Three food service providers were investigated in this study. The first one is Cimory Resto. Producing various kind of dairy product, Cimory open a mountain-faced restaurant which become tourists' favorite culinary destination. Raw milks were supplied from KUD Giri Tani and cooperatives in surrounding area e.g. KUD

Cipanas and KUD Sukabumi. The second food service provider, Melrimba Garden was actually a cluster of restaurant with the name of Melrimba Kitchen, nursery, garden, and other entertainment facilities such as pick-your-own strawberry garden, green house, ATV track, mountain bike track, and tea walk. Melrimba Kitchen use materials bought from local market in Cisarua. Besides local content, they also use imported meat from Australia. About 80% of the employees come from Cisarua and Cipanas, while the others come from Jakarta. One of the most visited street hawkers cluster is the one in At-Ta'awun rest area, which become the third sample in this study. Since they usually took form as informal micro group (1-3 persons per business), business license was never an issue for them, making such business practically illegal. The raw materials were usually bought from outer region.

Prior to beginning this case study, the structure of the value chain of food service in Puncak area was unknown and unstudied. To describe the interrelationship among stakeholders and their interactions, value chain maps for each of the food service business were proposed. The value chain mapping was initially focused to food service business. Forward, backward, and supporting function then explored to build more comprehensive value chain mapping by taken all stakeholders into account.

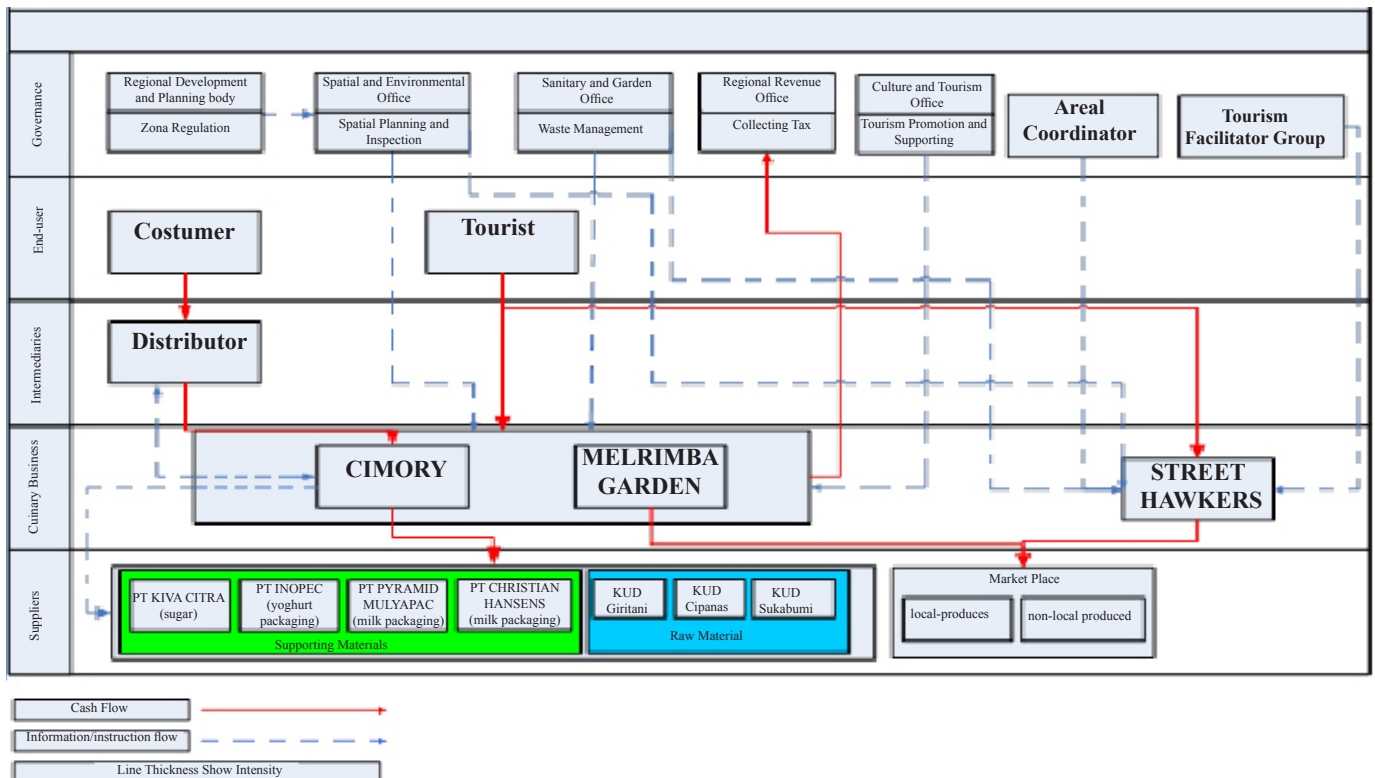


Figure 1. Value chain map of Cimory Resto, Melrimba, and Street Hawker



In general, the value chain was categorized into five major band based on their function (Figure 2):

1. Food Service Business (Cimory, Melrimba, and the street hawkers). This was the main focus of the research. They employ resources, either from local or foreign, produced a culinary experience, and sold it to the tourists
2. Suppliers, As the source of the resources, suppliers played a vital function in the value chain. Took form as raw material or human resources, supply may originate from local community (Puncak area) or imported from external parties.
3. End user, Tourist was the end user of a food service industry. They consumed the final product of food service industry, thus determined the 'value' of the whole culinary experience.
4. Governance, The main actor in governing food service provision was government of Bogor Regency. From Bappeda as zonal regulator, DTRLH as spatial planner and inspector, Disbudpar as tourism facilitator and supporter, up to Dispenda who collected tax from the business and DKP who managed waste produced from tourism activity. Small portion of informal governance function also hold by the Areal Coordinators, especially in rest area places like At-Ta'awun or Riung Gunung. They were responsible for daily activities of the street hawkers operated within their area.
5. Intermediaries, The least-impacting value chain was hold by intermediary actors: Product Distributor in Cimory case. They help distribute the dairy products from Cimory to retail stores. Due to the nature of tourism in Puncak which independently arranged by the tourist, the role of Tour Agent has diminished. However, a few amounts of international tourists from Netherland, Malaysia, or Middle East still required assistances during their visit.

Among the three observed food service business, Cimory possessed the most complex yet best example of value chain. Cimory obtained all of their raw material of milk from surrounding cooperative: KUD Giritani, KUD Cipanas, and KUD Sukabumi. This condition allowed the cooperatives fully responsible in raw material procurement. Due to Cimory's high dependency to its supplier, it was necessary for Cimory to support its suppliers to ensure the supply continuity. Support was given in form of aids and incentives.

Government of Bogor regency acted as supporting actors that determined the rule of the game of the food service business. Business license and spatial

planning were coordinated by Bappeda and DTRLH. Occasionally, Cimory pay tax and retribution to Dispenda as which calculated as regional revenue. In return, the government of Bogor Regency provides waste management service and tourism promotion and support for restaurant and tourism objects within Bogor Regency. Unlike Cimory, Melrimba acquired its raw material from market, which provided a mixture of local-produced and non-local produced stuff. Thus, economic contribution from the purchasing went to both local and non-local producers. The end user only consists of tourist. The governance function were as the same as Cimory.

A different characteristic of food service value chain was shown in the street hawkers'. The street hawkers, which consist of various kinds of food and beverages, typically obtain their raw material not from local market, but from outside producers e.g. corn from Cianjur, and groceries from hypermarket chain stores. Tourists that came to At-Ta'awun were usually motorcycle riders, with average spending of 10,000 rupiahs per person. Should be underlined that the street hawkers generally did not posses business license to operate, yet they did not pay regular retribution to the government. The Bappeda and DTRLH have actually established spatial planning for At-Ta'awun. Yet, conformance evidence against this regulation was still unfulfilled. The authority in the rest area has became so complex since there was overlapped governance amongst the government of Bogor Regency, government of West Java Province, and the areal coordinator. A unique characteristic of street hawkers is that they unite and formed some kind of association lead by the areal coordinator.

This 'underground' coordination has their own rule: the street hawkers were obligated to pay daily retribution with reasonable price, and help the cleaning and security for the street hawkers. A portion of daily retribution also went to At-Ta'awun as electrical fee. However, there were still some issues in Puncak which could become object for improvement to implement ecotourism more thoroughly:

1. Land Function Conversion, Land utilization domination with less and less green open space has altered the land contour of Puncak and lead to its destruction. Non-compliance land function utilization such as infrastructure building in farming area has caused ecological damage which may lead to flood, landslide in Puncak and surrounding areas. The Government itself actually has already had strict policy about development in Puncak area.

2. Economic and Social Impacts, Tourism sector has significantly contributed to regional revenue of Bogor regency, and food service business was one of the main aspects of tourism. During 2007-2010, there has been increasing trend of tourism contribution to total tax revenue in Bogor Regency, from 15% in 2007, to 18% share contribution in 2010. The increasing retribution was an indication of the emerging trend of culinary tourism. Tourism also impacts the community socially. A good example of community participation could be seen on the case of Cimory. Since its beginning, Cimory has contributed a positive socioeconomic impact to the surrounding community. Such contribution include the rising standard on national nutrition for the local people, poverty eradication, increasing welfare of the farmers, aids to Giri Tani Cooperative, community business development, and many more.
3. Local Participation, A good tourism is the one that is run by local, thus can strengthen local economy. Based on observation, about 70% of street hawkers operating in the area came from outer region like Cianjur, Kuningan, and Cirebon of West Java. Any spending on them shall not be objected to regional tax, since they are unregistered, and not spending the money in return in Puncak area. Furthermore, this business usually brought their material from their origin area, not from the surrounding community. This was also a potential loss to the regional income. Practically, tourist spending on goods sold by the local community will give contribution to the life being of the traders, but with minimum multiplying factor to the local farmers.
4. Traffic and Infrastructure, The main restraining force that prevents tourists from visiting Puncak was the heavy traffic. In terms of infrastructure provision, the government has actually set up a tourism market integrated with cultural hall to accommodate the street hawkers. Unfortunately, this market was built on public transportation terminal area on Tugu area, which is not a favorite tourist destination. Thus, the tourists didn't visit and the trader didn't occupy.
5. Waste Management, Issues emerged from waste management plan were how to placed the temporary pools in such manner to retrieve easily, also close enough to tourism objects to made the waste collection easier. Another issue is that the garbage collecting truck only took garbage in the main road only. Resident staying outside the main road had limited access for garbage disposal. To assess the performance of the food service providers,

assessments were made in based on the three sustainability pillars: economic, environmental and social aspects. The scoring was scaled from 1-4.

On the assessment regarding economic aspect, several variables were checked. The first was good revenue which represented by retribution. Both Cimory and Melrimba paid a regular retribution tax to the government annually. Street hawkers on At-Ta'awun also paid a daily-based retribution. Unfortunately, this retribution was gone to the areal coordinator instead of government. Partnership with government helps smooth the business and increase the opportunity to be chosen as government's partner in term of goods and service profusion, which is well accommodated by Melrimba and official government of DKI Jaya. Support from institution or association is good for business. For instance, Cimory was subsidiaries of Makro Group. As the global player on food manufacturer, Makro will support Cimory in financial and non-financial aspects. Revenue goes in line with tourist arrival. In the terms of customer visit trend, Cimory has the highest score while Melrimba is the least. Micro and small enterprises like the street hawkers has high efficiency rate, since many aspects of the operational usually be done by as few person as possible. In the environmental aspect pillar, Melrimba scored the highest since its business areal was majority consist of open wide area. On contrary, street hawker scored the lowest due to spatial law infringement and legal status. The last aspect of sustainability was social aspect. Cimory stand distinct among other two. Use of local resources, employment of local community, and good practice of CSR has boosted the score of Cimory's sustainability. On the other hand, the street hawker barely used local-produced raw material and employ local people.

This research found that the street hawkers scored the lowest points and its business sustainability might be endangered. However, reality told another story. The street hawkers have survived for years without being disturbed. This paradox at least means two things. The first one is that legality issue has very insignificant importance for the sustainability of a business. The second cause is that the authority in At-Ta'awun area are in overlapped area among the government of Bogor Regency, government of West Java, Gunung Mas as the land owner, and PT Wiwuri as the land operator. Such overlapped authority has made confusion about who was to blame. Thus, nobody was willing to take further corrective action.

## CONCLUSION AND RECOMMENDATION

### Conclusion

Value chain mapping was initially focused to food service business. Forward, backward, and supporting function were explored by mapping who is doing what in order to build more comprehensive understanding. By taken all stakeholders into account, value chain mapping has been broken down into five major actors: 1) Food Service Business (Cimory, Melrimba, and the street hawkers) as the main focus of the research; 2) Suppliers as the source of the resources, which may originate from local community or imported from external parties; 3) End user (tourists) which consumed the final product of food service industry; 4) Governance agents in terms of formal governance (Government of Bogor Regency) or informal (Areal Coordinator); and 5) Intermediaries, which in Cimory case, is the Distributor.

The three restaurant operators were compared in term of sustainability criteria, based on one aspect of customers' preferences, and three aspects of sustainability: economic, environment, and social. Based on the questionnaire inquiry, in-depth interview, and assessment on the four aspects, it was found that Cimory scored the best in sustainability performance and followed by Melrimba. The street hawkers, with several note, scored as third rank in the sustainability performance. Competitiveness is not always about producing goods (or service) as efficient as possible, but it also have to provide fair scheme trade among the actors on the value chain.

### Recomendation

A further study should be conducted to investigate margin distribution among actors in the value chain of culinary tourism in Puncak. Tourism consists of several aspects: consumption, accommodation, transportation, and recreation. This thesis, however, only spotlights the culinary aspect. Further research should be performed to other aspects especially high impacting aspect such as accommodation and recreation to obtain a more comprehensive tourism value chain.

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